



WEWS

# ORDER

Print Date 10/22/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision      **315288 /**

Original Date / Revision  
10/19/12    10/22/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**AC TV 10.24-10.30.12**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1257**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share 100% Market Value 280000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	77	\$129,370.00	\$152,200.00	0.00	10/01/12	10/28/12	77	\$129,370.00	\$152,200.00
November 2012	51	\$108,630.00	\$127,800.00	0.00	10/29/12	10/30/12	51	\$108,630.00	\$127,800.00
<b>Totals</b>	<b>128</b>	<b>\$238,000.00</b>	<b>\$280,000.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/24/12	10/30/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$3,000.00		0.00						
Week:		10/29/12	11/04/12	MT-----	2		\$3,000.00		0.00						
N 2	WEWS	10/24/12	10/30/12		CM	7-730p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	5	\$15,000.00



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Contract / Revision      **315288**      Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/19/12/   10/22/12

Order Sep   00:20:00

Advertiser   **American Crossroads**      Product **AC TV 10.24-10.30.12**

Estimate #   **1257**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7-730p 7-730p The List												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$3,000.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$3,000.00		0.00				
N 3	WEWS	10/24/12	10/30/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$400.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$400.00		0.00				
N 4	WEWS	10/24/12	10/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	10	\$14,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					6	\$1,400.00		0.00				
Week:		10/29/12	11/04/12	MT-----					4	\$1,400.00		0.00				
N 5	WEWS	10/24/12	10/30/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$400.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$400.00		0.00				
N 6	WEWS	10/24/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$1,800.00	P-1	0.00	NM	10	\$18,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					6	\$1,800.00		0.00				
Week:		10/29/12	11/04/12	MT-----					4	\$1,800.00		0.00				
N 7	WEWS	10/24/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	6	\$1,400.00	P-1	0.00	NM	10	\$14,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					6	\$1,400.00		0.00				
Week:		10/29/12	11/04/12	MT-----					4	\$1,400.00		0.00				
N 8	WEWS	10/24/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$3,500.00	P-1	0.00	NM	5	\$17,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$3,500.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$3,500.00		0.00				
N 9	WEWS	10/24/12	10/30/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	5	\$12,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$2,500.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$2,500.00		0.00				
N 10	WEWS	10/24/12	10/30/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	5	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,200.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$1,200.00		0.00				
N 11	WEWS	10/24/12	10/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	5	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,500.00		0.00				
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00				
N 12	WEWS	10/24/12	10/30/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF-S	:30	3	\$4,000.00	P-1	0.00	NM	5	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				



**WEWS**

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Contract / Revision     **315288**     Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/19/12/   10/22/12

Order Sep   00:20:00

Advertiser   **American Crossroads**     Product **AC TV 10.24-10.30.12**

Estimate #   **1257**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/24/12	10/30/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF-S	:30	3	\$4,000.00	P-1	0.00	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$4,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$4,000.00		0.00			
N 13	WEWS	10/24/12	10/30/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
N 14	WEWS	10/24/12	10/30/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
N 15	WEWS	10/24/12	10/30/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
N 16	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,500.00		0.00			
N 17	WEWS	10/24/12	10/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$4,500.00	P-1	0.00	NM	6	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF-S					4	\$4,500.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$4,500.00		0.00			
N 18	WEWS	10/24/12	10/30/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,400.00		0.00			
N 19	WEWS	10/24/12	10/30/12	M-F 4-5p Dr. Oz M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
N 20	WEWS	10/24/12	10/30/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
N 21	WEWS	10/24/12	10/30/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,200.00		0.00			
N 22	WEWS	10/24/12	10/30/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00



**WEWS**

Print Date: 10/22/12

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Contract / Revision     **315288**     Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/19/12/   10/22/12

Order Sep   00:20:00

Advertiser   **American Crossroads**     Product **AC TV 10.24-10.30.12**

Estimate #   **1257**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	WEWS	10/24/12	10/30/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
N23	WEWS	10/24/12	10/30/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$30,000.00		0.00			
N24	WEWS	10/24/12	10/30/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					1	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
													Totals	128	\$280,000.00